From:	ehud barak <ehbarak1@gmail.com>
To:	Priell Nimrod <Nimrod.priell@gmail.com>
CC:	
Date:	Sat, 12/28/2013 8:13:23 PM
Subject:	Fwd: Intro - Aviv, Ehud

Nimrod Hi
Hope you're well after the accident. Can we discuss this later today?
EB

Sent from my iPhone

Begin forwarded message:

From: Aviv Revach <aviv.revach@gmail.com>
Date: December 28, 2013 at 15:00:45 GMT+2
To: ehud barak <ehbarak1@gmail.com>
Subject: Re: Intro - Aviv, Ehud

Hi Ehud,

I hope you're doing well.

I'll be travelling for a few weeks from the 2nd week of Jan.
Let me know if you'd like to connect sometime this week?

Also compiled below a brief about Commerce Sciences.

The company is backed by Eric Schmidt, Genesis Partners, Joe Lonsdale, Auren Hoffman and others.

Pain & Commerce Sciences behavioral science approach

E-Commerce market is booming, recently passing $1T in transactions. Despite that, on average 97.8% of people who enter an online store – leave it without buying. Online retailers are struggling to understand WHY**.**

In parallel, behavioral scientists, such as Prof Robert Cialdini and Prof Dan Ariely, have mapped out dozens of behavioral triggers that significantly influence a shopping decision, yet these aren't being leveraged today in e-commerce.

We aim to bridge that gap -- driving the **behavioral e-commerce era.**

By leveraging behavioral studies, collaborations with top behavioral experts,and bigdata analysis -- we decipher the shoppers DNA. Our **Behavioral Suite** enables online retailers to increase sales by predicting each shopper's buying concerns & psychological motivations and automatically target them with a relevant behavioral experience.

For example, our algorithms can detect hesitant shoppers before they leave the store and automatically trigger the best relevant experience. This can include addressing their concerns (such as store safety, product question, price, etc) or catalyzing motivation
(by highlighting scarcity, authority, social proof, reducing choice to focus attention - i.e. "paradox of choice", emphasizing specific information to create a basis for a decision - i.e. "anchoring", achieving pre-commitment, etc.)

With the explosion of bigdata, online retailers are overwhelmed with excessive amounts of shoppers data and constantly looking for automated solutions to gather meaningful insights & extract value. Our thesis-driven behavioral science approach provides significant value, gets marketers excited, creating an opportunity for us to define & own the behavioral category.

Here are a few posts about us:

- [PandoDaily] Predicting irrational shoppers: Commerce Sciences applies behavioral economics to ecommerce
- [AllThingsD] What You Can Learn About Online Shoppers by Watching Them
- [TechCrunch] Commerce Sciences Nabs $1.8M From Eric Schmidt, Joe Lonsdale To Make Online Shopping More Personal

Cheers,
Aviv

On Fri, Dec 13, 2013 at 1:40 AM, Aviv Revach <aviv.revach@gmail.com> wrote:

> Hi Ehud,
>
> I hope all is well.
>
> Following-up to see if you're back and would like to get together sometime next week.
>
> Cheers,
> Aviv
>
> On Mon, Dec 2, 2013 at 12:12 AM, Aviv Revach <aviv.revach@gmail.com> wrote:
>
> > Sounds good, looking forward.
> >
> > Aviv
> >
> > Sent from my iPhone
> >
> > ב-2 בדצמ 2013, בשעה 00:07, ehud barak <ehbarak1@gmail.com> כתב/ה:
> >
> > Aviv hi
> > Glad as well. Unfortunately I'm out of IL. Will contact you when I'm back.
> > Best
> > EB
> >
> > Sent from my iPhone
> >
> > On Dec 1, 2013, at 16:17, Aviv Revach <avivr@commercesciences.com> wrote:
> >
> > Thanks Gil! (moving you to BCC)

Ehud, it's a pleasure to e-meet you.
Would love to connect, are you available for coffee sometime this/next week?

Cheers,
Aviv

On Thu, Nov 28, 2013 at 12:52 PM, Gil Dabah <distorm@gmail.com> wrote:

> Hi Ehud,
> how are you doing?
>
> I hope it's okay to make an introduction with someone special, since I
> know you are looking to invest in good people ;)
>
> Therefore, I'd like to introduce you to my friend Aviv Revach (CC'ed),
> whom I was together with in the army, a sharp 2nd-time entrepreneur
> (Playscape), Ex-8200, founder & CEO of Commerce Sciences, backed by
> Google's chairman Eric Schmidt, Genesis Partners, Joe Lonsdale, and
> others. They enable online retailers to increase sales by applying
> behavioral science methodologies - deciphering each shopper's
> psychological motivations and automatically targeting them with a
> relevant behavioral experience.
>
> I figured that it would be interesting for you to meet.
>
> Aviv, Ehud - take it from here.
>
> Cheers,
> Dabah

--

Aviv Revach

Founder, CEO | Commerce Sciences
(US) 650.319.8890 | (IL) 054.222.4232 | (Skype) aviv.revach
LinkedIn | Facebook | Twitter

> *" Commerce Sciences applies behavioral economics to ecommerce "* -- PandoDaily

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